

## **MEDIA RELEASE**

**For further information:**

**Rebecca Cunningham, Medicine Show LLC**  
972-816-8475, [Rebecca.Cunningham@HokaHeyChallenge.com](mailto:Rebecca.Cunningham@HokaHeyChallenge.com)

**Jack Taylor, Pala Casino Spa & Resort**  
760-801-6328, [jtaylor@palacasino.com](mailto:jtaylor@palacasino.com)

### **HOKA HEY MOTORCYCLE CHALLENGE PARTNERS WITH PALA CASINO SPA & RESORT**

#### **2016 Cross Country Ride to Start June 21 at Pala**

**HOT SPRINGS, SD, December 17, 2015**...The Hoka Hey Motorcycle Challenge today announced its 12-day, cross-country ride for charity will start June 21 at Pala Casino Spa & Resort in Northern San Diego County, CA.

The ride will leave the Pala Reservation and travel across the United States to the coast of Maine before ending on July 2 in the Wolf's Run on the Seneca Nation near Irving, NY. The exact route is being finalized. This will be the 6<sup>th</sup> Hoka Hey Motorcycle Challenge since 2010.

The Challenge goal for 2016 is to raise \$100,000 for the Pine Ridge Chamber of Commerce to support a scholarship fund, create small-business grants and institute a skills camp for high school students. The entry fee will be \$500 per rider. Challenge Riders are encouraged to raise funds individually for their chosen charity or for Pine Ridge Chamber of Commerce.

"The Hoka Hey Motorcycle Challenge is an endurance ride that not only provides participants an experience of a lifetime, but also an opportunity to help many people," said Beth Durham, a member of the Hoka Hey Organizing Committee.

"Chairman Robert Smith, the Pala tribe and our entire casino team are proud to partner with the Challenge to help the Pine Ridge Chamber of Commerce provide educational and employment opportunities for so many deserving people. It also is pretty cool to be the starting point," said Bill Bembenek, Pala's chief executive officer.

The Medicine Show LLC is the organizer of the Hoka Hey Motorcycle Challenge. Pala Casino Spa & Resort is owned and operated by the Pala Band of Mission Indians.

### **About Pala Casino Spa & Resort**

Pala Casino Spa & Resort includes a Las Vegas-style casino with 2,000+ slot machines, 81 table games and 15 poker tables; a 507-room hotel; a 10,000-square-foot, full-service spa and salon that features 14 treatment rooms; a state-of-the-art fitness center; swimming pool with 12 private poolside cabanas, and dual-temperature outdoor whirlpool hot tub. Pala also offers 11 restaurants and 40,000 square feet of meeting and convention space. Pala Casino Spa & Resort is an AAA Four-Diamond Award winner for 12 consecutive years. Its state-of-the-art Pala Spa was named the one of the Top 10 spas in California, one of the Top 10 in the casino industry and one of the Top 100 in North America for 2014 by Spas of America. Pala Spa also was named the number one spa on the West Coast and one of the top 100 spas in the United States for 2013 by *Spas of America*. Previously, Pala Spa was named the 2009 Best Casino Spa by *Spas of America*, the 2009 Best Casino Spa by the *Southern California Gaming Guide* and in 2012 received a spaAward and was selected by *Spas of America* as one of the top 100 spas in the United States. In 2011, Pala Casino Spa & Resort was voted Best Casino in San Diego by the public in the 10News.com annual A-List poll sponsored by *KGTV-TV 10 News* in San Diego. For more information, visit <http://www.palacasino.com>.

###